



FIG. 1

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ModelProject's Table				Field Name	Data Type	Description
Y	ProjectID	52	AutoNumber	Unique Number Indexing Model Projects		
	ProjectName	54	Text	Reference Name for Model Project		
	ProjectType	56	Text	Type of Model to be constructed (Response, Clone, Suppression,...)		
	ProjectGoal	58	Text	Analyst-defined goal for current Model Project		
	ProjectBeginDate		Date/Time	Identifying Time Stamp for first use		
	ProjectEndDate		Date/Time	Last used Time Stamp		
	ProjectDataset		Text	Full pathname reference to Development dataset		
	ProjectDataDictionary	60	Text	Full pathname reference to metadata and Model status and data		
	ProjectLog		Text	Full pathname reference to log of Analyst decisions		
	DependentVariable		Text	Target variable selected for Model		
	ModelFitnessCriterion	62	Number	Desired c-index for Model set by Analyst		
	ModelPerformanceCriterion		Number	Desired zone of positive Model Gain set by Client		
	ModelPerformanceMonotonicityCriterion		Number	Desired level of Monotonicity		
	DevelopmentDatasetSize		Number	Total number of records in Development Dataset		
	PositiveOutcomes(%)		Number	Number of successful outcomes as a percent of Development Dataset Size		
	SampleSize(%)		Number	Size of Training Sample as a percent of total Development Dataset Size used for Candidate		
	VariableCount		Number	Initial Number of Predictor Variables		
	SampleDistribution		Hyperlink	Distribution of Predictor Variables: Graphs and Statistics		
	SamolByDistribution		Hyperlink	Distribution of Predictor for Positive and Negative Outcomes		
	InteractionTree		Hyperlink	Cross-validated Partition Tree For Key Predictor Variables		
	DimensionReductionMissingFilter		Number	Number of Predictor Variables Eliminated for Missing Variables		
	DimensionReductionCutoff		Number	Cutoff set by Analyst for Percent of Missing Values Acceptable		
	DimensionReductionMainEffects		Number	Number of Predictor Variables Retained for Main Effects		
	DimensionReductionMainEffectsCutoff		Number	Cutoff set by Analyst for Significance of Main Effects		
	DimensionReductionInteractionEffects		Number	Number of Predictor Variables Retained for Interaction Effects		
	DimensionReductionInteractionEffectsCutoff		Number	Cutoff set by Analyst for Significance of Interaction Effects		
	DimensionReductionVariableCount		Number	Number of Predictor Variables resulting from Dimension Reduction		
	CandidateModelChoice		Text	Model Type applied to Dimension Reduced Dataset		
	CandidateModelChoiceConstraint		Number	Retention Cutoff or Significance Level for Model Variables		
	CandidateModelResult		Hyperlink	Model Fitting Results		
	CandidateModelLiftChart		Hyperlink	Model Non-Cumulative Lift Chart		
	CandidateModelPersistenceChart		Hyperlink	Model Persistence Chart for Key Variables		
	ValidationMethod		Text	Method Selected for Model Development Process Validation		
	ValidationMethodResults		Text	Model Application to Validation Dataset(s) Results		
	ValidationMethodLiftChart		Hyperlink	Model Validation Lift Chart		
	FinalModelResults		Hyperlink	Model Development Process applied to full Development Dataset Results		
	FinalModelLiftChartComparison		Hyperlink	Final Model applied to Sample and Validation datasets for Cumulative Lift		
	FinalModelNonCumulativeLiftChartComparison		Hyperlink	Final Model applied to Sample and Validation datasets for Non-cumulative Lift		
	FinalModelEquation		Text	Model Parameterized Equation using Model Transformed Variables		
	ScoringDatabase		Text	Full pathname reference to Scoring File Input Database		
	DevelopmentScoringComparison		Text	Key Variable Comparison on Decile Basis		
	DevelopmentScoringDistributionComparison		Hyperlink	Propensity Score Distribution for Development and Scoring File (Subset)		
	ScoredResults		Text	Full pathname reference to Scoring File Output Dataset		
	InsightProfileMethod		Text	Method for Ranking Customer Insight Variables		
	InsightProfile		Text	Ranked List of Key Variables		
	InsightProfileChart		Hyperlink	Insight Chart of key variable Differential Contribution		
	FinalReportEntry		Memo	Final Report Description and Comments		

FIG

FIG. 3